3/1/2010

Rubicon Trail Educational Video & Public Outreach (FINAL)

FOR OFFICE USE ONLY: Version # APP # 700588	
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A. **Statement of Activity or Product**

This proposed Education application is for the production of an educational video for users of the Rubicon Trail, a 4-wheel drive route that is recognized as the premiere off-highway vehicle (OHV) route in the United States. The Rubicon Trail receives visitors from around the world who may not know which supplies to bring, how to use these supplies, and the acceptable behavior expected of all users. The proposed educational video, to be filmed on the Rubicon Trail, will inform Trail users of their responsibilities, expected behavior and essential equipment.

El Dorado County was awarded an OHMVR 2008-09 Education grant in July 2009. With that grant, the County launched an educational/outreach campaign that included print materials on the "4 S's" - Sanitation, Sedimentation, Spills and Safety. The proposed video will continue this educational/outreach effort by providing audio/visual (video) messages that will address the following issues/objectives for each of the 4 S's:

- 1) Sanitation: Show proper sanitation options that are easy to use and understand "Pack-it-in-Pack-it-out" which means everything, including trash, oil/fuel and human waste.
- 2) Sedimentation: Illustrate the importance of avoiding and minimizing sedimentation by staying on the trail. The video will show actual improvements that have been done to the trail such as water bars, sedimentation basins, rolling dips and various other treatments, explain why they have been installed, and the importance for users to follow the trail and avoid inadvertent destruction of the various treatments (such as driving over vegetation).
- 3) Spills: Demonstrate how to be prepared in case of an oil or fuel spill and how to properly clean it up.
- 4) Safety: Identify proper trail safety, required vehicle safety equipment, communication on the trail and how to obtain help in the event of an emergency, accident or fire.

The activities/product that will be undertaken include:

- 1) Activity 1 RFP: Prepare Request for Proposal (RFP) to hire a consultant to produce this video.
- 2) Activity 2 Contract Award: Evaluate proposals, select consultant, prepare contract, coordinate Board approval process, award contract to selected consultant.
- 3) Activity 3 Advisory Committee: Establish a stakeholder advisory committee (SAC) comprised of volunteer representatives of the target audience (Rubicon Trail users) who are active members of the Rubicon Oversight Committee (ROC) and/or other local Rubicon Trail users group such as the Rubicon Trail Foundation or Friends of the Rubicon. The SAC will provide valuable input for the video regarding the trail issues pertaining to the "4 S's" to be addressed is the video.
- 4) Activity 4 Script Development and Casting: The SAC will assist the consultant with the development of the script for the video which will be presented to the ROC as a pre-test to ensure that the video messages are effective in achieving the project objectives. The SAC will also assist the consultant with casting for the video.
- 5) Activity 5 Implementation Plan: The Project Manager will provide oversight of the consultant contract to ensure that the Product (Video) is produced within the project budget and schedule. The Project Manager will also coordinate with the volunteers to implement the video distribution/public outreach element of the plan.
- 6) Activity 6 Video Shoot: The video will be filmed "on location" (on the Rubicon Trail) with a cast comprised of actual trail users/volunteer members of local Rubicon Trail user groups.
- 7) Product DVD Video: The consultant will provide the County with one DVD-R Master and at least 50 DVD-R copies.
- 8) Activity 7 Video Distribution/Public Outreach: The video will be posted on the County website to be available to Rubicon Trail users all over the world. The video may also be aired on local television networks. The DVD's will be

Version # Page: 1 of 13 distributed to local community groups, church groups, schools and other interested user groups, and shown during public outreach presentations.

9) Activity 8 – Evaluation and Feedback: Public viewers of the video will have opportunities to provide feedback on the video product by commenting on the County's website, or by e-mail, US Mail, phone, in person at public outreach activities/events. The Project Manager will summarize the public comments received and include the feedback in the final project evaluation report to be provided to the OHMVR Division.

B. Relation of Proposed Project to OHV Recreation

The proposed educational video will provide OHV recreation users of the Rubicon Trail with actual visual footage of the Rubicon Trail and actual trail users demonstrating proper use of sanitation supplies, spill kits, trail use and safety equipment. Trail users who view the video will hopefully follow the trail information provided in the video, when using the Trail, thus, enhancing/sustaining the overall OHV Recreation experience of the Rubicon Trail.

C. Identification of Needs

The need for the proposed educational video was identified during the County's recent Rubicon Trail route recognition process. This process, which involved County staff, the ROC, and members of the public, was used to identify which of the many variants of the Rubicon Trail should be maintained and which should be rehabilitated and removed from OHV use.

During the route recognition efforts, four issue areas of sanitation, sedimentation, spills, and safety kept recurring. The idea of the "4 S's" as a public outreach theme was developed during the ROC meetings in October 2009 and November 2009 and presented at the Board of Supervisors hearing in January 2010.

The proposed educational video will provide an audio/visual public outreach tool to identify these four issues and effectively disseminate proper corrective and preventative measures to Trail users. Proper trail use will enhance/sustain the OHV recreation experience, while also protecting the soil and water resources. This goal will be achieved by educating trail users on the importance of staying on the trail, and properly disposing of trash, oil spills and human waste.

D. Location of Training Services

The educational video will be shot on location on the Rubicon Trail. Video participants will include actual trail users who are active volunteer members of local trail user groups such as the Rubicon Trail Foundation (RTF) and Friends of the Rubicon (FOTB).

E. OHV Safety, Environmental Responsibility, and Respect Private Property

The proposed educational video will specifically address OHV safety by identifying proper trail safety behavior, required vehicle safety equipment, communication on the trail and how to obtain help in the event of an emergency, accident or fire. The video will also address environmental responsibility by showing proper disposal of trash, oil/fuel spills and human waste. It will also note the importance of respecting private property by staying on the trail.

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Additional Documentation for Grants and Cooperative Agreements Program - 2009/2010 3/1/2010 Applicant: El Dorado County Transportation Department Application: Rubicon Trail Educational Video & Public Outreach (FINAL)

Additional Documentation

FOR OFFICE USE ONLY:	Version #	APP # 700588	
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- 1 Optional Project-Specific Application Documents
- 2 Optional Project-specific Maps

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Project Cost Estimate for Grants and Cooperative Agreements Program - 2009/2010 Agency: El Dorado County Transportation Department Application: Rubicon Trail Educational Video & Public Outreach (FINAL)

Project Cost Estimate

	FOR OFFICE USE ONLY:	Version #		APP#	
APPLICANT NAME :	El Dorado County Transportation Depa	rtment			
PROJECT TITLE :	Rubicon Trail Educational Video & Pub	lic Outreach (FINAL)		PROJECT NUMBER (Division use only) :	G09-03-06-S01
PROJECT TYPE :	Acquisition	Development	Education	•	Ground Operations
	Law Enforcement	Planning	Restoration	on	
PROJECT DESCRIPTION :	This proposed Education application is the premiere off-highway vehicle (OHV) supplies to bring, how to use these sup Rubicon Trail, will inform Trail users of El Dorado County was awarded an OH that included print materials on the "4 S by providing audio/visual (video) messa 1) Sanitation: Show proper sanitation coil/fuel and human waste. 2) Sedimentation: Illustrate the importation be deen done to the trail such as watthe importance for users to follow the trail such as watthe importance for users to follow the trail Spills: Demonstrate how to be prepared. Safety: Identify proper trail safety, reaccident or fire. The activities/product that will be under 1) Activity 1 – RFP: Prepare Request 2) Activity 2 – Contract Award: Evaluationsultant. 3) Activity 3 – Advisory Committee: Es (Rubicon Trail users) who are active me Rubicon Trail Foundation or Friends of be addressed is the video.	for the production of an educational violonate in the United States. The Rubicoplies, and the acceptable behavior expetheir responsibilities, expected behavior MVR 2008-09 Education grant in July 25's" – Sanitation, Sedimentation, Spills ages that will address the following issurptions that are easy to use and undersorted avoiding and minimizing sedimenter bars, sedimentation basins, rolling drail and avoid inadvertent destruction of ared in case of an oil or fuel spill and hor quired vehicle safety equipment, commutaken include: for Proposal (RFP) to hire a consultant atte proposals, select consultant, preparentablish a stakeholder advisory committed the proposals of the Rubicon Oversight Committed the proposals	leo for users of on Trail receive ected of all user and essential 1009. With that and Safety. The es/objectives for tand – "Pack-it and hard sand various the various tree we to properly contication on the to produce this econtract, coordinate (ROC) and the to produce the econtract, coordinate (ROC) and the topical contract, coordinate (ROC) and the topical contract (ROC) and the topic	the Rubicon Trail, a 4-wh s visitors from around the srs. The proposed education equipment. grant, the County launched proposed video will contion each of the 4 S's: -in-Pack-it-out" which means on the trail. The video is other treatments, explain atments (such as driving other land how to obtain he wideo. The trail and how to obtain he wideo. The trail and how to obtain he wideo. The trail and how to obtain he wideo.	world who may not know which conal video, to be filmed on the ed an educational/outreach campaign nue this educational/outreach effort ans everything, including trash, will show actual improvements that a why they have been installed, and over vegetation). The provided in the event of an emergency, expected entatives of the target audience trail users group such as the

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Project Cost Estimate for Grants and Cooperative Agreements Program - 2009/2010 Agency: El Dorado County Transportation Department Application: Rubicon Trail Educational Video & Public Outreach (FINAL)

- 4) Activity 4 Script Development and Casting: The SAC will assist the consultant with the development of the script for the video which will be presented to the ROC as a pre-test to ensure that the video messages are effective in achieving the project objectives. The SAC will also assist the consultant with casting for the video.
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	Line Item	Qty	Rate	UOM	Grant Request	Match	Total		
DIREC	T EXPENSES								
Progra	Program Expenses								
1	Staff								
	Other-Admin Tech-Contract Prep/Admin	80.000	44.610	HRS	0.00	3,569.00	3,569.00		
	Other-Admin Tech-Proj Mgmt	220.000	44.610	HRS	0.00	9,814.00	9,814.00		
	Other-Volunteers	500.000	25.000	HRS	0.00	12,500.00	12,500.00		
	Total for Staff				0.00	25,883.00	25,883.00		
2	Contracts								
	Other-Consultant-Video Production	1.000	73000.000	EA	73,000.00	0.00	73,000.00		
3	Materials / Supplies								
4	Equipment Use Expenses								

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Project Cost Estimate for Grants and Cooperative Agreements Program - 2009/2010 Agency: El Dorado County Transportation Department Application: Rubicon Trail Educational Video & Public Outreach (FINAL)

	Line Item	Qty	Rate	UOM	Grant Request	Match	Total
5	Equipment Purchases						
6	Others						
7	Indirect Costs						
Total F	Program Expenses				73,000.00	25,883.00	98,883.00
TOTAL	L DIRECT EXPENSES				73,000.00	25,883.00	98,883.00
TOTAL EXPENDITURES					73,000.00	25,883.00	98,883.00

Project Cost Summary for Grants and Cooperative Agreements Program - 2009/2010 Agency: El Dorado County Transportation Department Application: Rubicon Trail Educational Video & Public Outreach (FINAL)

	Line Item	Grant Request	Match	Total	Narrative				
DIRI	IRECT EXPENSES								
Prog	Program Expenses								
1	Staff	0.00	25,883.00	25,883.00					
2	Contracts	73,000.00	0.00	73,000.00					
3	Materials / Supplies	0.00	0.00	0.00					
4	Equipment Use Expenses	0.00	0.00	0.00					
5	Equipment Purchases	0.00	0.00	0.00					
6	Others	0.00	0.00	0.00					
7	Indirect Costs	0.00	0.00	0.00					
Total Program Expenses		73,000.00	25,883.00	98,883.00					
тот	AL DIRECT EXPENSES	73,000.00	25,883.00	98,883.00					
тот	AL EXPENDITURES	73,000.00	25,883.00	98,883.00					

Environmental Review Data Sheet (ERDS)

	FOR OFFIC	E USE ONLY:	Version #	APP # 700588				
	TEM 1 and ITEM 2							
	ITEM 1							
a.	ITEM 1 - Has a CEQA (Please select Yes or N		nation (NOD) been	filed for the Project?	С	Yes	•	No
	ITEM 2							
b.	Does the proposed Prodocument preparation a two-phased Project p	orior to implement	ting the remaining P	roject Deliverables (i.e., is it	C	Yes	•	No
ı	TEM 3 - Project under	CEQA Guideline	s Section 15378					
c.	ITEM 3 - Are the propo (Please select Yes or N		Project" under CEQA	Guidelines Section 15378?	C	Yes	•	No
d.		ty. These activitie	s would not cause a	support to enforce OHV law- ny physical impacts on the ease select Yes or No)	C	Yes	•	No
e.	Other. Explain why pro a "Project" under CEQ		=	physical impacts on the envi	ronm	ent and	are	thus no
	The proposed Education physical impacts on the		-	sturbing activities, and therefinder CEQA.	ore,	would no	ot ca	use an
I	TEM 4 - Impact of this	Project on Wetla	ınds					
ı	TEM 5 - Cumulative Im	pacts of this Pro	ject					
ı	TEM 6 - Soil Impacts							
ı	TEM 7 - Damage to Sc	enic Resources						
ı	TEM 8 - Hazardous Ma	terials						
				ny list compiled pursuant to ous materials)? (Please	C	Yes	С	No
	If YES, describe the loc taken to minimize or av		rd relative to the Pro	oject site, the level of hazard	and	the meas	sure	s to be
I	TEM 9 - Potential for A	dverse Impacts	to Historical or Cul	tural Resources				
	Would the proposed Proposed Proposed Proposed or cultural research		<u>-</u>	al adverse impacts to	C	Yes	C	No
	Discuss the potential for resources.	or the proposed P	roject to have any s	ubstantial adverse impacts to	hist	orical or	cultu	ural

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ITEM 10 - Indirect Significant Impacts

CEQA/NEPA Attachment

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		FOR OFFICE USE ONLY:	Version #	_ APP # 700588
1.		Evaluation Criteria - Q 1.		
			g type of Project: (Check the one most appropriate.) (Please select one
		Education – Applicants shall only re	espond to items 1,	2, 4, 5, 6, 7, 8, 9, 10 and 11
		Safety – Applicants shall only response	ond to items 1, 2,	1, 5, 6 ,12, 13, 14, and 15
	1.	As calculated on the Project Cost Estimated Applicant is 3	ate, the percentage	e of the cost of the Project covered by the
		(Note: This field will auto-populate once one from list)	the Cost Estimate	and Evaluation Criteria are Validated.) (Please select
		76% or more (10 points)		C 51% - 75% (5 points)
		@ 26% - 50% (3 points)		C 25% (Match minimum) (No points)
2.		Evaluation Criteria - Q 2.		
	2.	For Applicant's OHV Grant Projects which the last two years, the percentage of all		d of the Project performance period within mplished 3
		(Check the one most appropriate) (Please 100% of Deliverable accomplished 75% to 99% of Deliverables accomplished Less than 75% of Deliverables accomplished First time Applicants and past Applicants	(5 points) uplished (3 points) uplished (No poi	
3.		Evaluation Criteria - Q 3. (FOR DIVISIO	N USE ONLY)	
	3.	Previous Year Performance 3		
		(FOR DIVISION USE ONLY) (Check the	one most appropr	riate) (Please select one from list)
		In the previous year the Applicant h OHMVR Grant Administrator by ph	•	ve and communicated effectively with the assigned onal visit (3 points)
		First time Applicants and past Appl	icants with no activ	ve Grant projects within the last two years (2 points)
		C In the previous year the Applicant h	nas not been respo	onsive (No points)
4.		Evaluation Criteria - Q 4.		
	4.	The Project will utilize partnerships to su organizations that will participate in the I		olish the Project. The number of partner
		(Check the one most appropriate.) (Plea	ase select one fron	n list)
		© 4 or more (4 points)		C 2 to 3 (2 points)
		C 1 (1 point)		None (No points)
		List partner organization(s)		
		Rubicon Trail Foundation (RTF) Friends	s of the Rubicon (F	FOTR) El Dorado County & Georgetown Divide

Forest Service Pacific Ranger District (USFS)

Version #

Resource Conservation District (RCD), State Department of Conservation California Geological Survey (CGS), US

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5. Evaluation Criteria - Q 5.

	_							
	5.	The Project addresses the following types of OHV Recrea	ation 5					
		(Check all that apply.) Scoring: 1 point each (Please selection)	ct applicable values)					
		✓ ATV	▼ 4X4					
		✓ M.C.	▼ Recreation Utility Vehicle (RUV)					
		☑ Snowmobile	☐ Dune buggy, rail					
		Other (Specify)						
6.	E	Evaluation Criteria - Q 6.						
	6.	The Project was developed with public input employing th	e following 2					
		(Check all that apply) Scoring: 1 point each, up to a maxin ✓ Publicly noticed meeting(s) with the general public to Conference call(s) with interested parties (1 point) ✓ Meeting(s) with stakeholders (1 point)						
		Explain each statement that was checked						
		The proposed project was discussed with the public and stakeholders at the monthly Rubicon Oversight Committee (ROC) meetings.						
7.	E	Evaluation Criteria - Q 7. (Education Project ONLY)						
	7.	The Project incorporates the following, clearly identifiable	and/or measurable, elements 10					
		(Check all that apply) (Please select applicable values)						
		Process of researching issues and audience (2 points)						
		Objectives (2 points)						
			process to ensure actions are effective (2 points)					
		✓ Plan to implement the Project (2 points)✓ Evaluation and feedback of the process (2 points)						
		Explain each statement that was checked						
		1) Activity 3: Stakeholder Advisory Committee (SAC) comprised of representatives of the target audience (Rubicor Trail users) to provide input on the trail issues pertaining to the "4 S's" to be addressed in the video. 2) Identified in Proj. Desc. Sect. A, the "4 S's" - sanitation, sedimentation, spills and safety. 3) Activity 4: SAC will assist the consultant with development of the video script to be presented to the ROC as a pre-test to ensure the video messages are effective in achieving the project objectives. 4) Activity 5: Proj. Mgr. will provide oversight of the consultant contract to ensure that the Product (Video) is produced within the project budget and schedule. Proj. Mgr. will also coordinate with volunteers to implement the video distribution/public outreach element of the plan. 5 Activity 8: Public viewers of the video will be able to provide feedback on the video. Proj Mgr. will include the feedback received in the final project evaluation report to be provided to the OHMVR Div.						
8.	E	Evaluation Criteria - Q 8. (Education Project ONLY)						
	8.	Total number of times individuals are exposed to the mes	sage 4					
		(Check the one most appropriate.) (Please select one from	m list)					
		Greater than 10,000 (4 points)	C 1,000 to 10,000 (3 points)					
		C 100 to 1,000 (2 points)	© 20 to 100 (1 point)					
		© 0 to 20 (No points)						

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Explain checked statement:

Application: Rubicon Trail Educational Video & Public Outreach (FINAL)

The proposed video will be posted on El Dorado County's public website which means that it will be available to anyone with web access located anywhere in the world. The Rubicon Trail is a world-renowned OHV route and receives many visitors from around the world. Inividuals visiting the County's Rubicon Trail website will have unlimited opportunities for exposure to the video message, The video will also be used locally for public outreach to various community groups, as well as in school classrooms. The video will be an appropriate educational tool for auto shop classes, ecology classes and on Earth Day, and will be available to be shown on an on-going, unlimited basis. Therefore, the number of times individuals are exposed to the message will be much greater than 10,000.

9. Evaluation Criteria - Q 9. (Education Project ON

9.		Evaluation Criteria - Q 9. (Education Project ONLY)		
	• •	Total time a participant will have exposure to the Project's	a magazaga ar training. A	
Total time a participant will have exposure to the Project's message of training 4				
		(Check the one item of highest point value that applies.)	Please select one from list)	
		Greater than 2 hours (4 points)		
		1 hour to 2 hours (3 points)		
		5 minutes to less than 1 hour (2 points)		
		1 minute to less than 5 minutes (A Project for maps	will fall under this category) (1 point)	
		C Less than 1 minute (No points)		
10.	E	Evaluation Criteria - Q 10. (Education Project ONLY)		
•	١0.	The Project will utilize the following methods of education	14	
		(Check all that apply) Scoring: 2 point each up to a maxim	um of 14 points (Please select applicable values)	
		✓ Hands on training	☐ Tool kits	
		Handouts		
		✓ Internet messaging/CDs		
		☐ Advertising	▼ Radio/TV	
			☐ Other (Specify)	
		▼ Public relations/media		
		Explain each statement that was checked		
		El Dorado County received an OHMVR 2008-09 Education kiosk displays and signage are being developed to provio will be a continuation of this education/outreach effort by the "4's" Sanitation, Sedimentation, Spills and Safety. The on local TV networks, and at public outreach events. After demonstrations and handouts to reinforce the objectives	e trail users with printed information. The proposed video providing trail users with an audio/visual presentation of e video will be available to view on the County's website, or watching the video, volunteers will provide hands on	
11.	E	Evaluation Criteria - Q 11. (Education Project ONLY)		
•	11.	The Project provides direct support for delivery of ATV Sa Foundation training 0	afety Institute and/or Motorcycle Safety	
		(Check the one most appropriate.) (Please select one fro	m list)	
		No (No points)	C Yes (2 points)	
		Explain 'Yes' response		

12. Evaluation Criteria - Q 12. & 13. (Safety Project ONLY)

12. The Project will utilize personnel trained to the following level

(Check the one most appropriate.) (Please select one from list)

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 Emergency Medical Technician level, or higher (5 points) 	First Responder level (2 points)
First Aid and CPR (1 points)	No training (No points)
13. The Project will provide search and rescue as follows	
(Check the one most appropriate) (Please select one fro	m list)
24 hours, 7 days per week (5 points)	C Less than 24 hours, 7 days per week (4 points)
C Less than 24 hours, less than 7 days per week (2 points)	On special occasions/events only (No points)
13. Evaluation Criteria - Q 14. (Safety Project ONLY)	
14. The Project will have the majority of personnel trained in	the following areas
(Check all that apply) Scoring: 2 points each up to a max	imum of 16 points (Please select applicable values)
Radio communication	☐ Tracking skills
Avalanche rescue	☐ Navigation training
Swift water rescue	☐ ATV certification
☐ Dog handling	☐ Motorcycle certification
☐ Rope skills	☐ 4 x 4/Off-Road training
☐ Wilderness search and rescue	☐ Other (Specify)
14. Evaluation Criteria - Q 15. (Safety Project ONLY)	
15. The Project will have resources that are equipped and tracconditions*	ained for rescue in the following environmental
(Check all that apply) (Please select applicable values)	
□ Type 1 – Extreme Condition (including but not limite Desert, Heat, Heavy ground cover, Steep difficult te	
Type 2 – Rugged Terrain. Rugged conditions, Altitu Moderate to heavy ground cover. (2 points)	ude (generally under 7000 feet), Heat, Cold concerns,
☐ Type 3 – Moderate/Gentle Terrain. Gently rolling terrain, Open spaces, Maintained trailheads, and Agricultural areas. (2 points)	
☐ Type 4 – Urban. High traffic, Urban office complexed (2 points)	es, man-made surfaces, Public interaction and Park trails.

* From the Governor's Office of Emergency Services - Mutual Aid Guidelines, Search and Rescue, Off-**Highway Vehicles**

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